



RECOMMENDATION OF THE WEST DESIGN REVIEW BOARD

Project Number: 3020902

Address: 501 Fairview Ave N

Applicant: Jodi Patterson O'Hare for Schnitzer West LLC

Date of Meeting: Wednesday, September 16, 2015

Board Members Present: Boyd Pickrell (Chair)
Christine Harrington
Homero Nishiwaka
Janet Stephenson

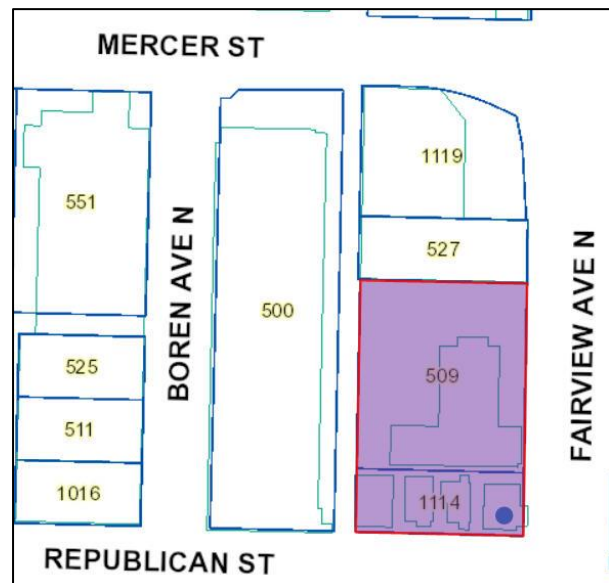
DPD Staff Present: Shelley Bolser

SITE & VICINITY

Site Zone: SM 160/85-240

Nearby Zones: (North) SM 160/85-240
(South) SM 160/85-240
(East) SM 160/85-240
(West) SM 160/85-240

Lot Area: 38,425 sq. ft.



Surrounding Development and Neighborhood Character:

The surrounding development is a mix of uses and age of structures, currently undergoing rapid redevelopment. Most recent development consists of 7-16 story office and residential buildings. Several historic landmarks are nearby, many of which are being incorporated into new development on those sites.

Recreational opportunities include Lake Union Park two blocks to the north and Cascade Park, two blocks to the southeast.

The area offers frequent transit service, including several bus lines with a block, and the South Lake Union Streetcar two blocks away.

Access:

Vehicular access for the development under construction will be from the alley. Pedestrian access will be via the main lobby at the intersection of Fairview Ave N. and Republican Street, as well as other locations along the street frontages.

PROJECT DESCRIPTION

The proposal is to modify a condition related to signage that was part of the design recommendations for a new office building at the site, reviewed with MUP 3015947.

RECOMMENDATION September 16, 2015
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The packet includes materials presented at the meeting, and is available online by entering the project number (3020902) at this website:

http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp.

The packet is also available to view in the file, by contacting the Public Resource Center at DPD:

Mailing Public Resource Center

Address: 700 Fifth Ave., Suite 2000
P.O. Box 34019
Seattle, WA 98124-4019

Email: PRC@seattle.gov

DESIGN DEVELOPMENT

The applicant noted that the proposal is a major MUP revision to change a previously recommended Board condition restricting signage to the lower levels of the building, recommended with the review of MUP 3015947.

The Board's review of MUP 3015947 as related to signage included the following recommendations:

"The Board discussed the signage program shown in the Recommendation packet. They expressed concern about the possibility of signage on the upper levels of the building in areas where the signage could interfere with the design concept and appear unrelated to the pedestrian focus of the area. The Board noted that plenty of opportunity for signage exists at transition points in the building, such as the street level or the transition between the 2nd and 3rd floors.

- a. The Board recommended a condition that signage should be placed on the building to relate to the pedestrian environment rather than vehicles, signage should be placed in areas of architectural transition, such as between the 2nd and 3rd floors, and no signage should be placed on the artistic entry design element (shown as the blue cube in the Recommendation packet.) (C-2, D-9)"

PUBLIC COMMENT

No public comment was offered at the Recommendation meeting.

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance. The Board identified the Citywide Design Guidelines of highest priority for this project.

RECOMMENDATION September 16, 2015

1. Signage.

- a. Board members who were present at the recommendation meeting for MUP 3015947 recalled that the discussion around signage was based on Board concerns about possible signage that was intended to be legible from the freeway. The proposal doesn't include any changes to the proposed building design, so it was difficult for the Board to see a rationale to change the previously recommended condition.
- b. The Board also struggled with the request, given the lack of a conceptual signage plan showing possible materials, lighting, and size of tenant signage, especially at the top levels of the building.
- c. The Board observed that the examples of upper level signage in the packet of nearby buildings all show buildings that are considerably shorter than the one under construction at this site. Most of the examples also show signage located at clear architectural transitions, unlike the building at this site.
- d. After some discussion, the Board recommended a revised condition related to signage. The Board also noted that it may be possible for a specific signage design to return to the Board for further review, if it did not meet this condition. That review

would require another major revision and the applicant would need to demonstrate how the signage meets the applicable Design Guidelines. Lacking a signage plan with the same level of detail normally shown at Recommendation meetings, the Board recommended a condition that upper level signage near the parapet shall be limited to one sign at this site, composed of channel cut letters no taller than 24", in colors that minimally contrast with the material palette of the building. (DC4-B)

- e. The Board noted that either illuminated or non-illuminated signage is acceptable.
- f. The Board also noted that no changes were proposed to the lower level signage.

DESIGN REVIEW GUIDELINES

The priority Citywide and Neighborhood guidelines are summarized below. For the full text please visit the [Design Review website](#).

CONTEXT & SITE

DC4 Exterior Elements and Finishes: Use appropriate and high quality elements and finishes for the building and its open spaces.

DC4-B Signage

DC4-B-2. Coordination with Project Design: Develop a signage plan within the context of architectural and open space concepts, and coordinate the details with façade design, lighting, and other project features to complement the project as a whole, in addition to the surrounding context.

DEVELOPMENT STANDARD DEPARTURES

No departures were requested at the Final Recommendation meeting.

RECOMMENDATION

The recommendation summarized above was based on the design review packet dated September 16, 2015, and the materials shown and verbally described by the applicant at the September 16, 2015 Design Recommendation meeting. After considering the site and context, hearing public comment, reconsidering the previously identified design priorities and reviewing the materials, the four Design Review Board members recommended **APPROVAL** of the subject design with the following condition:

1. Upper level signage near the parapet shall be limited to one sign at this site, composed of channel cut letters no taller than 24", in colors that minimally contrast with the material palette of the building. (DC4-B)